Tool Evaluation Template:

Tool Name:

Item	Possible Measures	Comments
Purpose: WHY use it	Supports identified organizational/personal goals Or…simply an experiment? *(that's ok!)* Target "audience" – who do you want to engage with Value creation (how you'd identify/measure) – supports work	
Getting Started: Find/install	Ease of download (if applicable) - Product and related apps, etc. Successful registration (personal? org?) Firewall issues Device compatibility issues (PC, Mac, mobile…)	
Getting Started: Figuring it out	Useful vendor materials/examples Ease of experimentation	
Getting Started: Who can I learn from/with	Someone around to show me *(my favorite!)* Active user community Findable case studies/examples Available practice tips	
Experimentation	Small "Safe – Fail" experiments, iterate *(Beth Kanter's "15 minute test")*	
Workflow	Am I really integrating it (reality check) How it integrates or competes w/ my current tools/practices/workflow *(ready for uncertainty?)* How it fits with time/attention availability	
Dependencies & risks	Who needs to be involved? Willingness of intended target audience? Viruses, against organizational policy, risk of saying something stupid, other risks, etc.	

More Resources

- What is Twitter http://www.slideshare.net/kindofdigital/what-is-twitter-8687602

- Facebook NPO/Soc Media group (ask me to add you) http://on.fb.me/q4HJsl

- Beth Kanter's slides on Twitter practices http://slidesha.re/ngggWp

- A more general piece on social media strategy http://socialmedia-strategy.wikispaces.com/Twitter

- More on social media http://www.scoop.it/t/social-networking-for-information-professionals/

- My Twitter related bookmarks (oversharing!) http://www.delicious.com/choconancy/twitter

- Great slide deck on social media and learning in the workplace as context for tool exploration http://bit.ly/nR6Cvz

- A tool selection process described for educationalists http://bit.ly/jumNdn

- A deeper example about dependencies with your target people http://bit.ly/qU0UpY

- Past Webjunction artifact that explores Flickr as a storytelling tool http://bit.ly/poUurr

- Using Twitter's scale for social good http://blogs.hbr.org/cs/2011/08/twitter_technology_for_scaling_good.html

- A decision tree for Google+ & Facebook http://bit.ly/pZWm9H